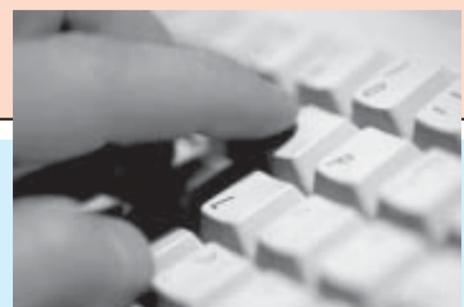


# Brief Notes: Multimedia Copyright

	You can copy	You can't copy
<b>Facts</b>	Facts (factual information is in the public domain)	
<b>Multimedia-Print</b>	Up to 10% or 1,000 words Entire poem if less than 250 words 250 words of a longer poem 5 poems by different poets from a collection 3 poems (or excerpts) per poet, maximum 10% or 2 pages from a short children's book Can make alterations if it supports an instructional objective (note a change was made)	Can't make or distribute multiple copies of project unless individual copyright permissions are received Can't copy to avoid purchase Must use lawfully acquired copy
<b>Multimedia-Motion</b>	Up to 10% or 3 minutes Can make alterations if it supports an instructional objective (note a change was made)	Can't make or distribute multiple copies of project unless individual copyright permissions are received Can't copy to avoid purchase Must use lawfully acquired copy
<b>Multimedia-Illustrations</b>	1 photo or illustration 5 images from one artist, maximum 10% or 15 images from a collection Can make alterations if it supports an instructional objective (note a change was made)	Can't make or distribute multiple copies of project unless individual copyright permissions are received Can't copy to avoid purchase Must use lawfully acquired copy
<b>Multimedia-Music, lyrics</b>	Up to 10% or 30 seconds Can make alterations if it supports an instructional objective (note a change was made)	Don't change the basic melody or fundamental character Can't make or distribute multiple copies of project unless individual copyright permissions are received Can't copy to avoid purchase Must use lawfully acquired copy
<b>Multimedia-Numerical data sets</b>	Up to 10% or 2,500 fields or cell entries Can make alterations if it supports an instructional objective (note a change was made)	Can't make or distribute multiple copies of project unless individual copyright permissions are received Must use lawfully acquired copy
<b>Software</b>	Read and follow the licensing agreement Follow the guidelines for commercial, shareware, or freeware software Make one backup copy of program you own Use back-up only if original fails Adapt a program by adding content or adapting to another language	Can't sell or distribute adapted version Can't make multiple back-ups Can't make one copy for home and one copy for school use Can't make a copy for a friend (unless public domain)
<b>Internet</b>	Follow fair use and multimedia guidelines When posting a Web site, be sure you have rights for graphics, designs, logos, and photos Consider asking for permission to add a URL to a Web site if traffic will be high Check if district has policy on school-sponsored publications	Can't copy source, HTML, or frames code Can't file share pirated text/files Shouldn't use logos/trademarks as a hyperlink on your page Avoid deep linking
<b>AP Multimedia Archive</b> <a href="http://ap.accuweather.com/">http://ap.accuweather.com/</a> (password protected)	Print images for reports, papers, handouts Use images in multimedia projects	Can't use in newspapers, magazines, calendars, posters, yearbooks, playbills, newsletters, t-shirts, brochures, promotional items
<b>ClipArt.Com</b> <a href="http://members.arttoday.com">http://members.arttoday.com</a> (password protected) OR <a href="http://school.arttoday.com">http://school.arttoday.com</a> (IP authenticated)	Multimedia presentations Web site buttons, backgrounds, bullets, and other graphics Students can download unlimited clipart images, photos, and Web art images for educational use	Can't use images of people/entities as endorsement or with a product Can't add to Web site with intention to re-distribute
<b>EBSCO</b> <a href="http://search.epnet.com">http://search.epnet.com</a> (password protected)	Generally follow guidelines for print Include bibliographic citation	



## For multimedia projects:

- Credit the source even if it is a fair use.
- Credit and copyright information can be in a separate section.
- Include: author, title, publisher, place and date of publication.
- The opening screen must include a statement that certain materials are included under the fair use and educational multimedia guidelines and further use is restricted.

<b>Fair use guidelines</b> <ol style="list-style-type: none"> <li>Purpose and character of the use</li> <li>Nature of copyrighted work (i.e. fiction or factual)</li> <li>Amount to be used relation to the whole</li> <li>Effect of the copying on the potential market</li> </ol>	<b>Exclusive rights of the copyright owner</b> <ul style="list-style-type: none"> <li>Reproduce the work</li> <li>Prepare a derivative work</li> <li>Distribute the work</li> <li>Perform the work publicly</li> <li>Display the work publicly</li> </ul> 	<b>How to request permission to copy</b> <p>Request permission to copy by phone, e-mail, or letter. Keep written proof of the permission. Address the request to the permissions department of the publisher/producer or directly to the copyright holder and include:</p> <ul style="list-style-type: none"> <li>Title, author and/or editors, and edition of material</li> <li>Exact material to be copied giving amount and page numbers (URL, track, file, etc.)</li> <li>Number of copies to be made</li> <li>Use to be made of the copied materials</li> <li>Whether or not the copies are to be sold</li> <li>Type of reprint (download, digital transfer, scan, photocopy, etc.)</li> <li>Don't ask for blanket permission to copy.</li> </ul> <p>Several online templates for requesting permission to use a Web site are available:  <a href="http://www.landmark-project.com/permission_student.php">http://www.landmark-project.com/permission_student.php</a>  <a href="http://www.bham.wednet.edu/copyperm.htm">http://www.bham.wednet.edu/copyperm.htm</a>                      (sites were included with permission)</p>
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